

*"The best
snowboard
guidebook
money can buy"*
Document Snowboard Magazine

WORLD SNOWBOARD GUIDE

10/11 www

Website media card

WORLD SNOWBOARD GUIDE

What is it about?

contact details

Regency House, 2 Wood Street, Bath BA1 2JQ, England

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[w] www.wsg-media.com | www.worldsnowboardguide.com /access

The history

First came the book

The **World Snowboard Guide** was the first book ever published dedicated to recommending the best places to ride for snowboarders.

First published back in 1996 to critical acclaim it quickly established itself as the guide.

11 editions of the book later and we are still going strong.

"The best snowboard guidebook money can buy" **Document Snowboard Magazine**

"An excellent guide to the best riding on the globe" **The Observer**

Next came the website

The website was launched in 2000 and has gone through many changes since the first site was launched.

Following a similar format to the book, each of the 1000 resorts are maintained and reviewed independently from the resorts and tell it straight.

The website provides the visitor with a vast array of information and tools to make picking their next adventure a lot easier.

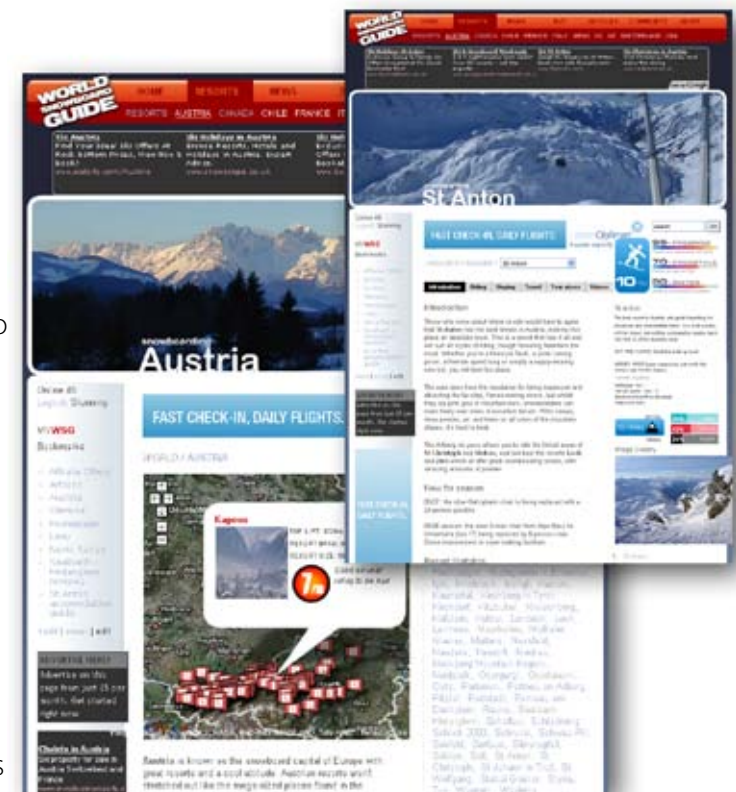
You can see all the locations or airports and resorts, drag

and drop to get directions, create list of places you've been and share with friends, add your own reviews on places, view videos, photos, webcams,

The future

from winter 2010/11 you will get weather forecasts on all of our resorts, an environmental rating on resorts, a huge archive of interesting articles, share your places in Facebook, amazing interactive and multi-user trip planner and so much more!

Its going to be an exciting season.



All of the statistics quoted here are from Google Analytics.

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Our audience

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Traffic

July 09 to July 10 the World Snowboard Guide received over 750,000 page impressions by 270,000 visitors.

Seasonal visitors

Being a winter sports site our website traffic tends to be typically seasonal. Our peak months are December, January and February which account for around 40% of our annual traffic.

Covering the winter season in the Southern Hemisphere and Summer Camps and Glaciers helps to keep an all-year interest in the site and visitors above 10,000 per month.

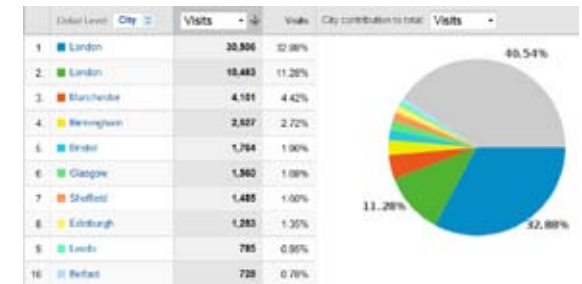
Visitors

80% visitors are English speaking. 34% from



the UK, 23% USA & Canada, 6% Aus & NZ

In the UK 45% of visitors were from the London area (41,000 visits)



Search

The World Snowboard Guide is very visible on all the major search engines, especially Google. We are usually on the first page for searches for specific resorts, and other more general subjects due to the broad spectrum of content we publish.



Get up and running today, visit:

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WORLD SNOWBOARD GUIDE Advertising

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We like to keep things simple; you just pay when a page with your advert on is shown and our rates are for blocks of 1000 page views (or Cost Per 1000 Impressions - CPM as its known).

Amazing Prices

We charge an incredibly low price of between **£5** and **£7** per 1000CPM depending on the advert size,

Its the same price if you advertise on the homepage or some obscure resort page in the Baltics.

Control your campaign

You can select where and when your advert is shown. You can select specific pages or we can pick the most suitable pages for you based on your keywords.

You can set things like the maximum number of times your advert is shown per day, target specific countries, pause your

advert, change anything you like using our easy interface.

Images or text

Your advert can be an image or you can create a simple textAd.

Pay online

The minimum purchase is just £5 and you can pay online using most credit cards as well as paypal.

Quick start

You just need to visit **www.worldsnowboardguide.com/access** and register and then you can follow our simple step by step wizzard to have your advert running on our site within minutes.

	Price (CPM)	Homepage	Resort	Others
Button - 300x250	£5	✓	✓	✓
Button - 300x300	£5	✓	✓	✓
Banner - 468x60	£5	-	✓	✓
Leaderboard - 728x90	£7	✓	✓	✓

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Advert Sizes

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Sizes

Button

This is a square advertisement either 300x300 or 300x250 pixels. They are placed on the right hand side of pages and there is a maximum of 2 per page.

Banner

The traditional sized 468x60 advertisement. This is placed at the top of the page, above the breadcrumbs and also at the bottom of a page.

Leaderboard

This is the ultimate in high impact advertising and you'll pay a little more because of it. 728(w)x90(h) and situated just under the main menu on the top of the page, there is only one of these adverts per page.

Styles

Image

You can upload any JPEG, PNG, or animated GIF as an advert. We do not currently support flash adverts.

TextAd

You can create a textAd using our online interface. You simply add a heading, body text and where it should link to. TextAds are great for updating to show last minute offers.



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Get started

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You're in control

Register

Follow the sign-up links on the page to create an account

The wizard

The 5 step wizard will take you through all the steps needed to create your advert. Choose the style, position, pages, units, upload your graphics, choose where it links to when someone clicks on your advert.

Payment

Create as many advertisements as you like, then go to the payment section to complete your purchase. We accept all major credit & debit cards, you can also pay by a cheque (UK sterling only)

That's not all

Once your advert has gone live you can also change your advert at any time via the website. You can replace the image or change the text and even change which pages you advertise on.

You can view how many time you advertisement has been seen and clicked on in real-time and (from Nov) you will receive a monthly PDF file via email which summarises the activity.



Please drop us an email to discuss any of the fantastic opportunities further.

WORLD SNOWBOARD GUIDE Opportunities

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Opportunities

Advertising on our website is one way that you can get your message across to our visitors, but there are so many other ways that are open to you, and not all of them cost money!

Competitions

We try and run a monthly competition during the winter season which we promote through the website and as part of our monthly newsletter. Each competition is hosted on it's own page and the content can be partially written by yourself, and you are free to set the entry question.

We do not charge anything for running a competition on our site.

Email newsletter

Our monthly email newsletter goes out to around 7000 opt-in members. You can place an advert or produce a short advertorial promoting your service or product. *Prices are quoted depending on specifications.*

Permanent links

Your website can gain valuable Google ranking points and SEO by having a permanent link on our website. *Prices are quoted depending on specifications.*

Content

We have upto date and detailed reviews up to 2500 words on 500 resorts worldwide, and over 50 individual statistics for over 1000 resorts. We also have a growing exclusive media library. You can license this content for publication in print or electronic format.

Case study: *WSG have supplied resort review summary content for the Thomas Cook winter brochure. These 20 word summaries gave a unique independent assessment of the resort in question, to help balance the content.*

Shopping

Do you produce goods or run a shop? We are looking to expand the items we have for sale on our online shop, but here's the catch; we only want to work with partners who are able to handle the fulfilment side of things, rather than us buy stock directly. We have developed an online system which allows easy integration between services.

Promote our products

We have recently launched an affiliate scheme, so you can make money recommending our products. Websites can place our advertisements on their site, and make 20% on sales.

Sell our products

Get up to 45% trade price for stocking our books, or 30% by becoming a virtual seller, where you sell the products but we handle all the fulfilment.

Sponsorship

We have gained a solid, trust worthy and dependable reputation over the 14 years we have been going. By becoming a main sponsor your brand can leverage by association our image and reputation.

It is a totally flexible arrangement as we will work together to forge the right kind of partnership, but your brand would appear as a permanent link on all of our 10,000+ pages which are seen up to 1 million times